



# OLSON RUGS

SPECIAL  
BARGAIN  
BOOKLET

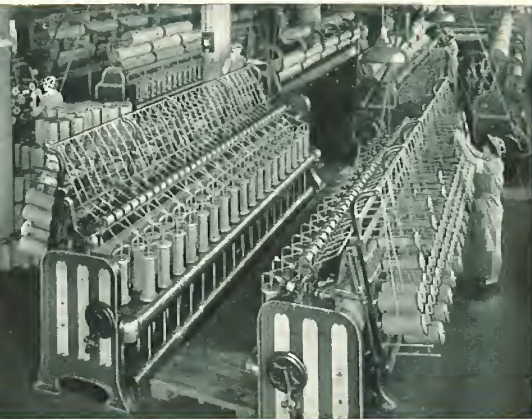
" Best Known Rugs in America "

# Was there ever So Good a Time to Send YOUR OLD CARPETS, RUGS, CLOTHING

*—to the Great Olson Rug Mills*

BY THE scientific *Olson Process* we sort, merge and reclaim the good wools in all kinds of old carpets, rugs, clothing, blankets, draperies, etc. We thoroughly scour, sterilize, shred, picker, card, comb and bleach into soft, fluffy, sanitary wool that looks and feels like costly new wool. This wool is then steamed and "treated" to give it fresh new luster and resiliency—tightly spun, wound into skeins, expertly dyed with fast dyes, and woven on the very latest power looms into luxurious, modern, seamless, reversible rugs as illustrated—the finest rugs you ever had for the price.

Our Patented Process Can't be Copied



# BARGAIN PRICES

## THAT MAY NEVER COME AGAIN

### NOTE THESE REDUCTIONS

#### Oriental Designs

9 x 12 ft. size

LAST YEAR ~~\$34<sup>40</sup>~~

NOW.. ~~\$23<sup>90</sup>~~

#### Two-Tone Colors

9 x 12 ft. size

LAST YEAR ~~\$30<sup>40</sup>~~

NOW.. ~~\$21<sup>40</sup>~~

#### Plain Colors

9 x 12 ft. size

LAST YEAR ~~\$28<sup>15</sup>~~

NOW.. ~~\$19<sup>90</sup>~~

Similar Reductions on  
all other sizes

### *A Rare Opportunity to Save NOW!*

Never in our experience of 58 years has it been possible to get such rich-textured, double wearing rugs at prices so low. We have sacrificed our profits to give you finer Olson Rugs at sensational reductions.

The values in this Special Bargain Book are so out of the ordinary, even in these times, that we urge you not to delay your order; because frankly, we do not expect to be able to repeat these prices next Spring.

#### WE GUARANTEE PRICES WILL NOT GO LOWER

No one-sided rug can begin to give you the wear, or the quiet luxury underfoot that you get from a reversible, seamless Olson Rug, with its deep, resilient nap on both sides—a rug that for sheer beauty of color, richness of texture, CHARACTER and DURABILITY cannot be duplicated elsewhere for less than TWICE THE PRICE. Orders completed in ONE WEEK.

This is the time of year when you "live in" and enjoy your home the most. Why not decide now to send your old materials and beautify your living room, dining room, bedrooms, halls or stairs with luxuriously soft, warm, new-type Olson Rugs while prices are so unbelievably low?

No one has ever devised a method of selling where the savings are so great as they are when you BUY BY MAIL DIRECT from THE MANUFACTURER.

Tell Your Friends About These Low Prices



President  
Copyright, 1932, Olson Rug Co.



# SEND ALL KINDS OF OLD RUGS, CARPETS, CLOTHING, BLANKETS, etc.

**S**END your materials just as they are. You may order any rug in this book—regardless of colors in your materials.

*Send any of the following:*

Brussels	Olson Rugs	Oriental
Axminster	Ingrain	Fluff Rugs
Velvet	Moquette	Tapestry
Wilton	Smyrna	Wool Fibre

or any other kind of carpet or rug.

Blankets	Suits	Sweaters
Coats	Vests	Trousers
Dresses	Skirts	Waists
Underwear	Shirts	Shawls
Curtains	Table Covers	Sheets
Couch Covers	White and Colored Goods	

**NOTE:** Cotton and linen materials are used only in the inner construction—never in the surface of Olson Rugs.

## If You Lack Enough Material

If you haven't enough material you can probably secure the additional number of pounds from your friends and neighbors for the asking. To help you out if you still lack enough material, we will be glad to furnish new wool stock at a small nominal charge if you wish us to.

## If You Have No Scales

The following table will give you the approximate weight of your old carpets and rugs:

6 x 9 ft.....	weighs	15 to 22 pounds
8 x 10 ft.....	"	30 to 38 pounds
9 x 12 ft.....	"	35 to 45 pounds
1 square yard.....	"	3 to 5 pounds

Heavy Wilton rugs weigh somewhat more.

## If You Have Extra Materials

**Send All You Have** and we will send you a *Credit Certificate* for any extra material, which can be applied on any future order you or your friends may send. No charge for storage. We suggest you gather together *all* the old materials you have around the house and send to us **by FREIGHT** in *one* shipment *at our expense*. Not only will you get your material out of your way—but you will be doing us a favor also, for we pay no more freight on a 100 pound bundle than a smaller one.

**WE DO NOT BUY MATERIALS**

*Special*

## Wool Added **FREE**

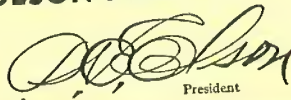
To make it possible for **EVERYONE**, even those who are short of material, to take advantage of the **sensationally LOW PRICES** in this catalogue

... we have reduced the number of pounds of old material regularly required

... and to make up the *difference*, we will **ADD, FREE OF CHARGE**, enough **WOOL** to weave for you the finest quality rugs we have ever been able to produce in all our 58 years.

If you order *Now*, you need send only the reduced amounts of material shown on each page in this *Special Catalogue*.

**OLSON RUG CO.**



President



*Seamless  
and Reversible  
for Double Wear*

PAGE 6

**TAUPE**, a beautiful color that blends with any style of decorating. So ideally suited for floor coverings that many of the finest homes have these beautiful rugs in every room

OLSON RUG CO., Chicago

Number 9036

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. Send 36 lbs...		\$21 <sup>40</sup>
8x10 ft... ".27..."		17 <sup>60</sup>
6x9 ft... ".18..."		11 <sup>90</sup>
4x6 <sup>3</sup> / <sub>4</sub> ft... ".9..."		5 <sup>95</sup>
36x63 in... ".5..."		3 <sup>30</sup>
30x54 in... ".4..."		2 <sup>35</sup>

Other Sizes	OLD Material	Reduced Prices
5x8 ft... Send 13 lbs...		\$ 8.80
6x8 ft... ".16"		10.55
7x7 ft... ".16"		10.80
7x9 ft... ".21"		13.85
8x8 ft... ".22"		14.10
8x11 ft... ".30"		19.35
9x9 ft... ".27"		17.80
9x11 ft... ".33"		20.95
9x15 ft... ".45"		29.95
10x10 ft... ".34"		22.20
10x13 ft... ".44"		28.85
11x12 ft... ".45"		29.30
11x14 ft... ".52"		34.20
12x12 ft... ".48"		31.95
12x14 ft... ".56"		37.30
12x15 ft... ".60"		39.95
27x42 in... ".3"		1.75

*For Special Size Rugs and  
Runners see page 38*



Number 79339

**MOST POPULAR SIZES**

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. Send 36 lbs...		\$ <b>23<sup>90</sup></b>
8x10 ft. "...27..."		<b>19<sup>65</sup></b>
6x9 ft. .... "18..."		<b>13<sup>25</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft. .... "9..."		<b>6<sup>65</sup></b>
36x63 in. .... "5..."		<b>3<sup>65</sup></b>
30x54 in. .... "4..."		<b>2<sup>60</sup></b>

Other Sizes	OLD Material	Reduced Prices
11x12 ft. Send 45 lbs...		<b>\$32.70</b>

**RUNNER**

27in. x 9 ft. "...7" .... **4.95**

*This pattern is made only  
in the eight sizes above.*

**A** Persian design centuries old and a treasured museum possession. You will love its Oriental beauty—its intricate, delicate pattern. The lustre blended rose tones are an ideal setting for the rich colorings in the design. The same deep nap—the same pattern on both sides. Seamless.





Lovers of  
luxurious  
Persian rugs  
will prize this rare  
and fascinating de-  
sign. It is adapted from  
one of the finest specimens  
of Persian art. A rug of true  
Oriental luxury that can't be  
duplicated at double the price shown  
here. Seamless and Reversible.

Number 96326

# MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs.</i>		\$23 <sup>90</sup>
8x10 ft. " .27 "		19 <sup>65</sup>
6x9 ft. " .18 "		13 <sup>25</sup>
4x6 <sup>3</sup> / <sub>4</sub> ft. " .09 "		6 <sup>65</sup>
36x63 in. " .05 "		3 <sup>65</sup>
30x54 in. " .04 "		2 <sup>60</sup>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs.</i>		\$ 9.85
6x8 ft. " .16 "		11.80
7x9 ft. " .21 "		15.50
8x11 ft. " .30 "		21.60
9x9 ft. " .27 "		19.90
9x11 ft. " .33 "		23.40
9x15 ft. " .45 "		33.45
10x10 ft. " .34 "		24.80
10x12 ft. " .40 "		29.75
11x12 ft. " .45 "		32.70
11x15 ft. " .55 "		40.90
27x42 in. " .03 "		1.95

## RUNNERS

27 in.x 9 ft. " .07 "	4.95
27 in.x12 ft. " .09 "	6.55

*This pattern is made only  
in the 20 sizes shown above.*



# Number 4034

## MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs...</i>		<b>\$21<sup>40</sup></b>
8x10 ft. "...27..."		<b>17<sup>60</sup></b>
6x9 ft. "...18..."		<b>11<sup>90</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft. "...9..."		<b>5<sup>95</sup></b>
36x63 in. "...5..."		<b>3<sup>30</sup></b>
30x54 in. "...4..."		<b>2<sup>35</sup></b>

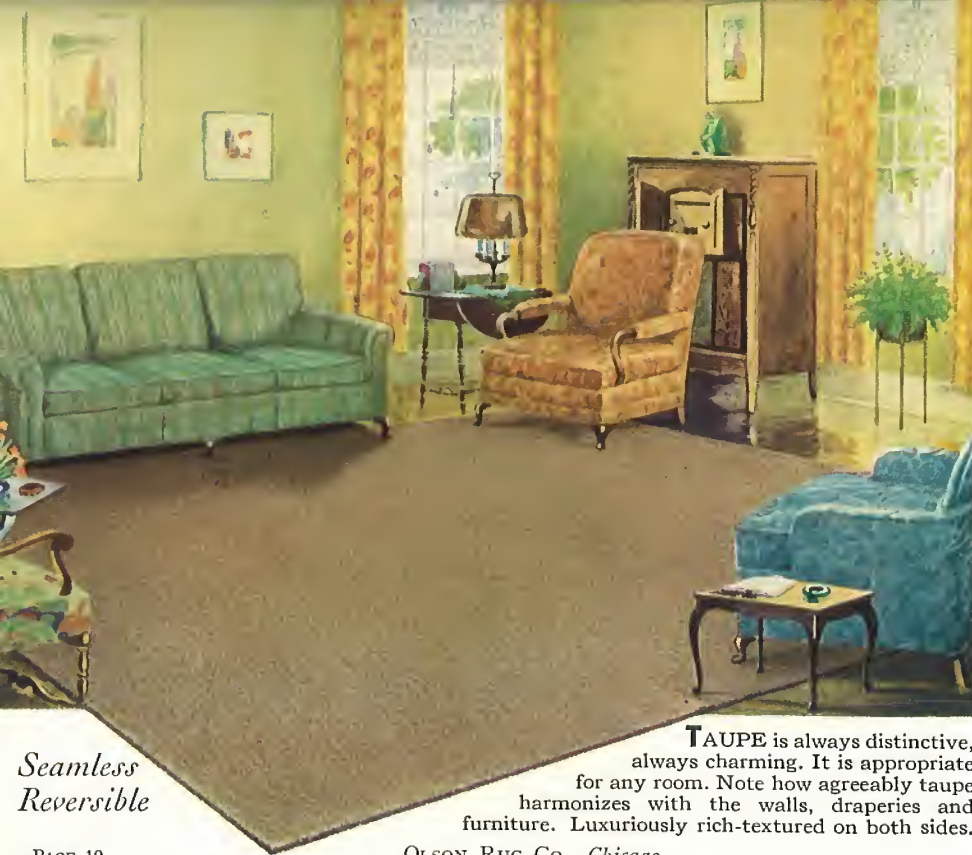
Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs...</i>		<b>\$ 8.80</b>
6x8 ft. "...16"		<b>10.55</b>
7x7 ft. "...16"		<b>10.80</b>
7x9 ft. "...21"		<b>13.85</b>
8x8 ft. "...22"		<b>14.10</b>
8x11 ft. "...30"		<b>19.35</b>
9x9 ft. "...27"		<b>17.80</b>
9x15 ft. "...45"		<b>29.95</b>
10x10 ft. "...34"		<b>22.20</b>
10x13 ft. "...44"		<b>28.85</b>
11x12 ft. "...45"		<b>29.30</b>
11x14 ft. "...52"		<b>34.20</b>
12x15 ft. "...60"		<b>39.95</b>
27x42 in. "...3"		<b>1.75</b>

For Special Size Rugs and Runners see page 38



**GREY GREEN**—a new color creation that fits in with so many schemes of decoration. Luxuriously rich.

As a color it is restful to the eye; and stands up under severe wear without showing soil. Note new border effect. All rugs woven seamless, reversible for double wear.



## Number 9031

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs.</i>		<b>\$19<sup>90</sup></b>
8x10 ft. . . . . " . 27 . . . . . "		<b>16<sup>35</sup></b>
6x9 ft. . . . . " . 18 . . . . . "		<b>11<sup>05</sup></b>
4x6 $\frac{3}{4}$ ft. . . . . " . 9 . . . . . "		<b>5<sup>50</sup></b>
36x63 in. . . . . " . 5 . . . . . "		<b>3<sup>05</sup></b>
30x54 in. . . . . " . 4 . . . . . "		<b>2<sup>20</sup></b>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs.</i>		<b>\$ 8.20</b>
6x6 ft. . . . . " . 12 . . . . . "		<b>7.35</b>
6x8 ft. . . . . " . 16 . . . . . "		<b>9.80</b>
7x9 ft. . . . . " . 21 . . . . . "		<b>12.90</b>
8x8 ft. . . . . " . 22 . . . . . "		<b>13.10</b>
8x11 ft. . . . . " . 30 . . . . . "		<b>18.00</b>
9x9 ft. . . . . " . 27 . . . . . "		<b>16.55</b>
9x15 ft. . . . . " . 45 . . . . . "		<b>27.85</b>
10x10 ft. . . . . " . 34 . . . . . "		<b>20.65</b>
10x13 ft. . . . . " . 44 . . . . . "		<b>26.85</b>
11x12 ft. . . . . " . 45 . . . . . "		<b>27.25</b>
11x14 ft. . . . . " . 52 . . . . . "		<b>31.80</b>
12x12 ft. . . . . " . 48 . . . . . "		<b>29.70</b>
12x15 ft. . . . . " . 60 . . . . . "		<b>37.15</b>
27x42 in. . . . . " . 3 . . . . . "		<b>1.60</b>

**TAUPE** is always distinctive,  
always charming. It is appropriate  
for any room. Note how agreeably taupe  
harmonizes with the walls, draperies and  
furniture. Luxuriously rich-textured on both sides.

*For Special Size Rugs and  
Runners see page 38*

OLSON RUG Co., Chicago

*Seamless  
Reversible*

## Number 76346

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. Send 36 lbs...		\$23 <sup>90</sup>
8x10 ft. " " " " " " " "	27	19 <sup>65</sup>
6x9 ft. " " " " " " " "	18	13 <sup>25</sup>
4x6¾ ft. " " " " " " " "	9	6 <sup>65</sup>
36x63 in. " " " " " " " "	5	3 <sup>65</sup>
30x54 in. " " " " " " " "	4	2 <sup>60</sup>

*This pattern is made only  
in the six sizes shown above*

**S**uperb Oriental beauty—expertly woven into this exquisite adaptation of a 16th Century Masterpiece. The deep, rich shades of rose in the background are a most delightful setting for this rare Persian design. Note how beautifully a luster-effect is permanently woven in. Seamless and Reversible like all OLSON RUGS.







*Seamless  
Reversible  
for double wear*

This beautiful rug will give a wonderfully rich effect to any room. Just picture it in your own home. Deep napped.

## Number 12322

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs...</i>		<del>\$23</del> <sup>99</sup>
8x10 ft... " ..27.. "		<del>19</del> <sup>65</sup>
6x9 ft.... " ..18.. "		<del>13</del> <sup>25</sup>
4x6¾ ft... " ..9.. "		<del>6</del> <sup>65</sup>
36x63 in.. " ..5.. "		<del>3</del> <sup>65</sup>
30x54 in.. " ..4.. "		<del>2</del> <sup>60</sup>

Other Sizes	OLD Material	Reduced Prices
5x8 ft... <i>Send 13 lbs...</i>		<del>\$ 9</del> <sup>85</sup>
6x8 ft.... " ..16 " ..		<del>11</del> <sup>80</sup>
8x11 ft.... " ..30 " ..		<del>21</del> <sup>60</sup>
9x9 ft.... " ..27 " ..		<del>19</del> <sup>90</sup>
9x11 ft.... " ..33 " ..		<del>23</del> <sup>40</sup>
9x15 ft.... " ..45 " ..		<del>33</del> <sup>45</sup>
10x12 ft.. " ..40 " ..		<del>29</del> <sup>75</sup>
11x15 ft.. " ..55 " ..		<del>40</del> <sup>90</sup>
27x42 in.. " ..3 " ..		<del>1</del> <sup>95</sup>

*This pattern is made only  
in the 15 sizes shown above.*

**O**riental colors of exquisite beauty. A famous 16th Century Persian design is reproduced on a field of midnight blue. Luxuriously rich.

## Number 1036

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. Send 36 lbs...		<del>\$21</del> <sup>40</sup>
8x10 ft. "...27..."		<del>17</del> <sup>60</sup>
6x9 ft. .... "18..."		<del>11</del> <sup>90</sup>
4x6¾ ft. .... "9..."		<del>5</del> <sup>95</sup>
36x63 in. .... "5..."		<del>3</del> <sup>30</sup>
30x54 in. .... "4..."		<del>2</del> <sup>35</sup>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. ...Send 13 lbs...		\$ 8.80
6x6 ft. .... "12"		7.90
6x8 ft. .... "16"		10.55
7x9 ft. .... "21"		13.85
8x8 ft. .... "22"		14.10
8x11 ft. .... "30"		19.35
9x9 ft. .... "27"		17.80
9x15 ft. .... "45"		29.95
10x10 ft. .... "34"		22.20
10x13 ft. .... "44"		28.85
11x12 ft. .... "45"		29.30
11x14 ft. .... "52"		34.20
12x15 ft. .... "60"		39.95
27x42 in. .... "3"		1.75

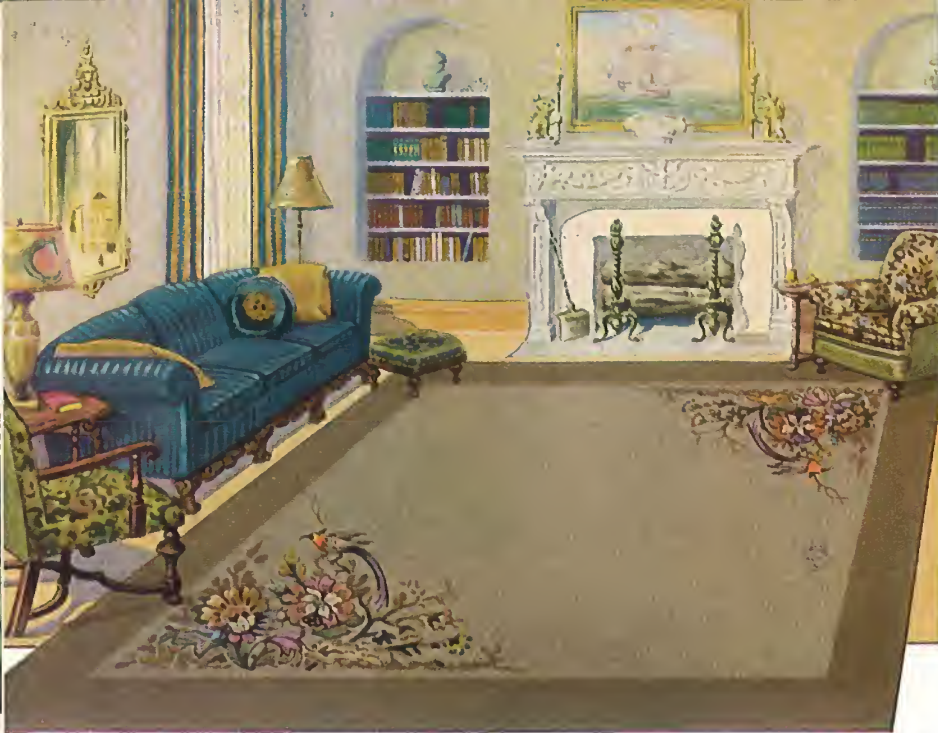
*For Special Size Rugs and  
Runners see page 38*



**NEW BLUE.** No other color, with the exception of Taupe, has won such popularity as this soft, rich, new Blue. You will be delighted with the change that one of these soft, luxurious Blue rugs will make in your home. Color is the secret of beautiful rooms. Send us your old materials, and let us show you how fine these Olson rugs really are. They're woven seamless and reversible to give double wear.

OLSON RUG CO., Chicago

PAGE 13



On a field of rich, warm Taupe, with darker Taupe border, the Japanese artist presents a charming design of colorful simplicity. There is a fine sense of proportion in the manner in which subdued Oriental reds, golds, blues and ivories are used. A sacred Japanese bird adds a decorative effect of unusual beauty.

Number 94314

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
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9x12 ft. Send 36 lbs...		\$23 <sup>90</sup>
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8x10 ft. "...27..."		19 <sup>65</sup>
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6x9 ft. .... "18..."		13 <sup>25</sup>
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36x63 in. "...5..."		3 <sup>65</sup>
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30x54 in. "...4..."		2 <sup>60</sup>
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Other Sizes	OLD Material	Reduced Prices
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6x6 ft...Send 12 lbs...		\$ 8.85
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9x9 ft. .... "27" ....		19.90
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10x12 ft. .... "40" ....		29.75
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*This pattern is made only  
in the 8 sizes shown above*

The same luxurious, firmly woven nap, and the same lovely pattern appear on both sides. All rugs are woven seamless and reversible to give twice the wear. Take advantage now of America's lowest rug prices—the most remarkable values we have ever been able to offer.



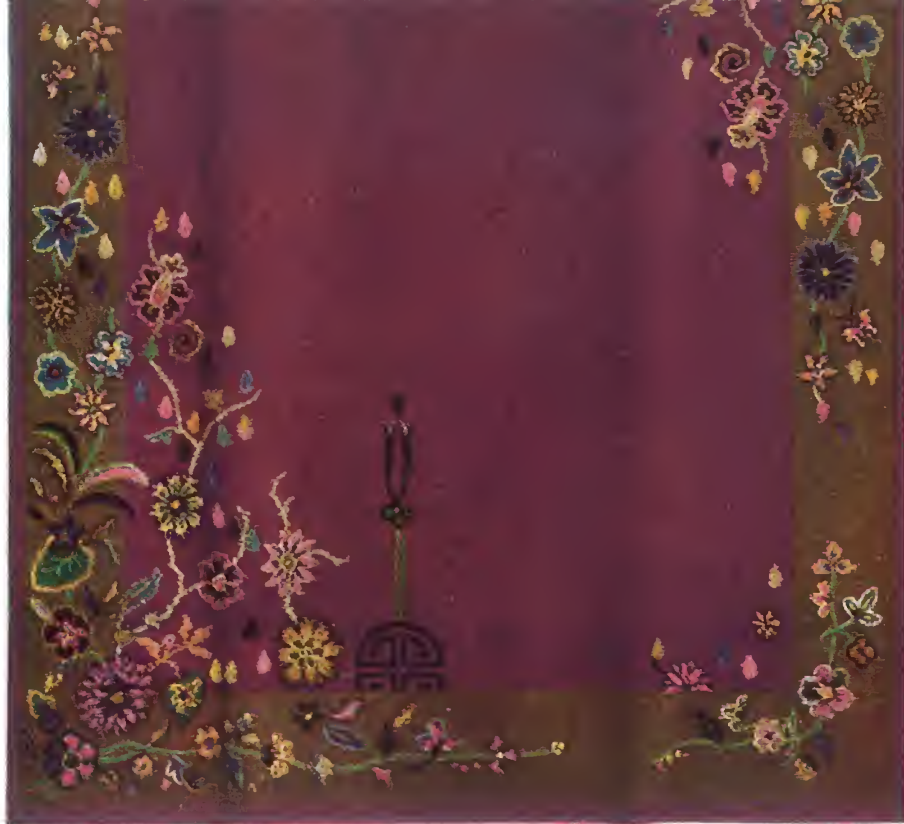
Number 78338

**MOST POPULAR SIZES**

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs...</i>		<b>\$23<sup>90</sup></b>
8x10 ft... " ..27.. "		<b>19<sup>65</sup></b>
6x9 ft.... " ..18.. "		<b>13<sup>25</sup></b>
4x6¾ ft... " ..9.. "		<b>6<sup>65</sup></b>
36x63 in.. " ..5.. "		<b>3<sup>65</sup></b>
30x54 in.. " ..4.. "		<b>2<sup>60</sup></b>

*This pattern is made only  
in the 6 sizes shown above.*

**T**his exquisite Chinese masterpiece is a modern adaptation of one of the loveliest rugs ever created by those famous old Chinese artists. Richer colorings are hard to imagine. The design is a delightful example of Oriental imagery—woven the same on both sides, as all Olson Rugs. The ground is a deep rich mulberry rose color. Luxuriously deep-napped and seamless.





## Seamless Reversible

You will be delighted with the change that one of these luxurious Olson Rugs will make.

This charming colorful Chinese masterpiece is deservedly popular. The center is a rich, warm shade of Taupe. In each corner a Chinese Garden motif is woven in subdued colors. Border of deep Mulberry harmonizes beautifully with field.

OLSON RUG CO., Chicago

Number 98318

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs.</i>		<b>\$23<sup>90</sup></b>
8x10 ft. . . . .	27	<b>\$19<sup>65</sup></b>
6x9 ft. . . . .	18	<b>\$13<sup>25</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft. . . . .	9	<b>\$6<sup>65</sup></b>
36x63 in. . . . .	5	<b>\$3<sup>65</sup></b>
30x54 in. . . . .	4	<b>\$2<sup>60</sup></b>

Other Sizes	OLD Material	Reduced Prices
6x8 ft. . . . . <i>Send 16 lbs.</i>		<b>\$11.80</b>
9x11 ft. . . . .	33	<b>\$23.40</b>
9x9 ft. . . . .	27	<b>\$19.90</b>
10x10 ft. . . . .	34	<b>\$24.80</b>
11x14 ft. . . . .	52	<b>\$38.15</b>
12x12 ft. . . . .	48	<b>\$35.70</b>
12x14 ft. . . . .	56	<b>\$41.65</b>
12x15 ft. . . . .	60	<b>\$44.60</b>

*This pattern is made only in the 14 sizes shown above.*

Number 93343

**MOST POPULAR SIZES**

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs...</i>		<b>\$23<sup>90</sup></b>
8x10 ft... ".27..."		<b>19<sup>65</sup></b>
6x9 ft.... ".18..."		<b>13<sup>25</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft... ".9..."		<b>6<sup>65</sup></b>
36x63 in... ".5..."		<b>3<sup>65</sup></b>
30x54 in... ".4..."		<b>2<sup>60</sup></b>

*This pattern is made only  
in the six sizes shown above.*

**A** beautiful Persian design woven in soft, rich Oriental "high-lighted" colors on a background of blended tones of Taupe. This lovely rug brings you all the captivating charm of the Orient at low prices never before possible. The sumptuous luster-effect is "woven in," and will last as long as the rug. Woven seamless and reversible to give double wear, with the same rich pattern on both sides.







### Seamless, Reversible

*The same luxurious nap on both sides gives a most velvet-like softness underfoot. Two rugs in one.*

**T**his glorious shade of Mulberry will bring new inspiration to any room—and impart to a home that subtly different atmosphere so necessary to the distinctive, charming home. We guarantee to please you.

## Number 7131

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs.</i>		<b>\$19<sup>90</sup></b>
8x10 ft. . . . . 27 . . . . .		<b>16<sup>35</sup></b>
6x9 ft. . . . . 18 . . . . .		<b>11<sup>05</sup></b>
4x6 ¾ ft. . . . . 9 . . . . .		<b>5<sup>50</sup></b>
36x63 in. . . . . 5 . . . . .		<b>3<sup>05</sup></b>
30x54 in. . . . . 4 . . . . .		<b>2<sup>20</sup></b>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs.</i>		<b>\$ 8.20</b>
6x8 ft. . . . . 16 . . . . .		<b>9.80</b>
7x9 ft. . . . . 21 . . . . .		<b>12.90</b>
8x8 ft. . . . . 22 . . . . .		<b>13.10</b>
8x11 ft. . . . . 30 . . . . .		<b>18.00</b>
9x9 ft. . . . . 27 . . . . .		<b>16.55</b>
9x15 ft. . . . . 45 . . . . .		<b>27.85</b>
10x10 ft. . . . . 34 . . . . .		<b>20.65</b>
10x13 ft. . . . . 44 . . . . .		<b>26.85</b>
11x12 ft. . . . . 45 . . . . .		<b>27.25</b>
11x14 ft. . . . . 52 . . . . .		<b>31.80</b>
12x15 ft. . . . . 60 . . . . .		<b>37.15</b>
27x42 in. . . . . 3 . . . . .		<b>1.60</b>

*For Special Size Rugs and Runners see page 38*

Number 75315

**MOST POPULAR SIZES**

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs...</i>		<b>\$23<sup>90</sup></b>
8x10 ft. "...27..."		<b>19<sup>65</sup></b>
6x9 ft. .... "18. ...."		<b>13<sup>25</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft. "...9. ...."		<b>6<sup>65</sup></b>
36x63 in. "...5. ...."		<b>3<sup>65</sup></b>
30x54 in. "...4. ...."		<b>2<sup>60</sup></b>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs...</i>		<b>\$ 9.85</b>
7x9 ft. .... "21 " ...."		<b>15.50</b>
10x12 ft. .... "40 " ...."		<b>29.75</b>
12x12 ft. .... "48 " ...."		<b>35.70</b>

*This pattern is made only in the ten sizes shown above.*

**H**ere's Oriental luxury at a sensational saving. This pattern is a faithful reproduction of one of the loveliest antique Kermanshah Persian Carpets. This exquisite pattern, with its wealth of soft, blending Oriental Colors, will impart a world of character to any room.



*Seamless  
Reversible  
for double wear*

The same luxurious, closely woven nap on both sides gives a most restful velvet-like softness underfoot. Two rugs in one.

OLSON RUG CO., Chicago

PAGE 19





Number 14344

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs...</i>		<b>\$23<sup>90</sup></b>
8x10 ft. ... " .27. "		<b>19<sup>65</sup></b>
6x9 ft. .... " .18. "		<b>13<sup>25</sup></b>
4x6 3/4 ft. ... " .9. "		<b>6<sup>65</sup></b>
36x63 in. ... " .5. "		<b>3<sup>65</sup></b>
30x54 in. ... " .4. "		<b>2<sup>60</sup></b>

*This pattern is made only  
in the six sizes shown above.*

**H**ere is a rug of such Oriental richness, such exquisite coloring, so captivating in design, that it is difficult to find words to faithfully describe its charm. Adapted from one of the finest specimens of Persian art, lovers of Oriental rugs will prize this rare and fascinating design. The field is midnight blue. Both sides have same pattern for double wear. Seamless.



## Number 9136

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs...</i>		<b>\$21<sup>40</sup></b>
8x10 ft. "...27..."		<b>\$17<sup>60</sup></b>
6x9 ft. "...18..."		<b>\$11<sup>90</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft. "...9..."		<b>\$5<sup>95</sup></b>
36x63 in. "...5..."		<b>\$3<sup>30</sup></b>
30x54 in. "...4..."		<b>\$2<sup>35</sup></b>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs...</i>		<b>\$ 8.80</b>
6x8 ft. "...16"		<b>10.55</b>
7x7 ft. "...16"		<b>10.80</b>
7x9 ft. "...21"		<b>13.85</b>
8x8 ft. "...22"		<b>14.10</b>
8x11 ft. "...30"		<b>19.35</b>
9x9 ft. "...27"		<b>17.80</b>
9x15 ft. "...45"		<b>29.95</b>
10x10 ft. "...34"		<b>22.20</b>
10x13 ft. "...44"		<b>28.85</b>
11x12 ft. "...45"		<b>29.30</b>
11x14 ft. "...52"		<b>34.20</b>
12x12 ft. "...48"		<b>31.95</b>
12x14 ft. "...56"		<b>37.30</b>
12x15 ft. "...60"		<b>39.95</b>
27x42 in. "...3"		<b>1.75</b>

*For Special Size Rugs and Runners see page 38*



**DARK TAUPE** gives the ensemble of decorations and furniture a quiet and rich beauty difficult to surpass. Excellent for any room with the possible exception of a room that is dark, where the lighter Taupe on page 6 is suggested. All rugs are woven seamless, with the same deep, sturdy nap on both sides for double wear.

OLSON RUG CO., Chicago

PAGE 21



*Seamless  
Reversible*

PAGE 22

**RUST**—have you ever seen a more inviting rug than this popular new brocaded design? An intriguing new color blend, around which you can build many fascinating color effects.

OLSON RUG CO., Chicago

Number 2136

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs.</i>		<b>\$21<sup>40</sup></b>
8x10 ft. . . . .	.27 " . . .	<b>17<sup>60</sup></b>
6x9 ft. . . . .	.18 " . . .	<b>11<sup>90</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft. . . . .	.09 " . . .	<b>5<sup>95</sup></b>
36x63 in. . . . .	.05 " . . .	<b>3<sup>30</sup></b>
30x54 in. . . . .	.04 " . . .	<b>2<sup>35</sup></b>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs.</i>		<b>\$ 8.80</b>
6x8 ft. . . . .	.16 " . . .	<b>10.55</b>
7x9 ft. . . . .	.21 " . . .	<b>13.85</b>
8x8 ft. . . . .	.22 " . . .	<b>14.10</b>
8x11 ft. . . . .	.30 " . . .	<b>19.35</b>
9x9 ft. . . . .	.27 " . . .	<b>17.80</b>
9x15 ft. . . . .	.45 " . . .	<b>29.95</b>
10x10 ft. . . . .	.34 " . . .	<b>22.20</b>
10x13 ft. . . . .	.44 " . . .	<b>28.85</b>
11x12 ft. . . . .	.45 " . . .	<b>29.30</b>
11x14 ft. . . . .	.52 " . . .	<b>34.20</b>
12x15 ft. . . . .	.60 " . . .	<b>39.95</b>
27x42 in. . . . .	.03 " . . .	<b>1.75</b>

*For Special Size Rugs and  
Runners see page 38*

Number 80320

**MOST POPULAR SIZES**

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. Send 36 lbs...		\$23 <sup>90</sup>
8x10 ft..."..27..."		19 <sup>65</sup>
6x9 ft..."..18..."		13 <sup>25</sup>
4x6¾ ft..."..9..."		6 <sup>65</sup>
36x63 in..."..5..."		3 <sup>65</sup>
30x54 in..."..4..."		2 <sup>60</sup>

Other Sizes	OLD Material	Reduced Prices
9x15 ft. Send 45 lbs...		\$33.45
10x12 ft..."..40..."		29.75
27x42 in..."..3..."		1.95

*This pattern is made only  
in the 9 sizes shown above.*

In this lovely Oriental pattern, the artist presents ten delightful colors of a Persian garden. The flowers, in all their variety of Oriental splendor, are on a field of restful Taupe. A luxuriously fine rug you can live with year after year with pride. Our factory price saves you half. Send your materials; we do the rest.



*Woven  
Seamless  
Reversible  
for double wear*

The same luxurious, closely woven nap on both sides gives a most velvet-like softness underfoot. Two rugs in one at a big saving.





**DARK TAUPE**, a color that will not show soil. How harmoniously the walls, drapes, furniture and rugs have been brought together in this attractive, restful room. No wonder leading decorators are enthusiastic in their endorsement of this rich, new shade of Taupe. For dark rooms we suggest lighter Taupe on page 10.

## Number 9131

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs...</i>		<b>\$19<sup>90</sup></b>
8x10 ft. .... 27 ..		<b>16<sup>35</sup></b>
6x9 ft. .... 18 ..		<b>11<sup>05</sup></b>
4x6 $\frac{3}{4}$ ft. .... 9 ..		<b>5<sup>50</sup></b>
36x63 in. .... 5 ..		<b>3<sup>05</sup></b>
30x54 in. .... 4 ..		<b>2<sup>20</sup></b>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs...</i>		<b>\$ 8.20</b>
6x8 ft. .... 16 "		<b>9.80</b>
7x9 ft. .... 21 "		<b>12.90</b>
8x8 ft. .... 22 "		<b>13.10</b>
8x11 ft. .... 30 "		<b>18.00</b>
9x9 ft. .... 27 "		<b>16.55</b>
9x15 ft. .... 45 "		<b>27.85</b>
10x10 ft. .... 34 "		<b>20.65</b>
10x13 ft. .... 44 "		<b>26.85</b>
11x12 ft. .... 45 "		<b>27.25</b>
11x14 ft. .... 52 "		<b>31.80</b>
12x15 ft. .... 60 "		<b>37.15</b>
27x42 in. .... 3 "		<b>1.60</b>

*For Special Size Rugs and  
Runners see page 38*

## Number 3231

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. Send 36 lbs...		<b>\$19<sup>90</sup></b>
8x10 ft. "...27..."		<b>16<sup>35</sup></b>
6x9 ft. ....18...."		<b>11<sup>05</sup></b>
4x6 $\frac{3}{4}$ ft. ....9...."		<b>5<sup>50</sup></b>
36x63 in. ....5...."		<b>3<sup>05</sup></b>
30x54 in. ....4...."		<b>2<sup>20</sup></b>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. Send 13 lbs...		<b>\$ 8.20</b>
6x6 ft. ....12 "		<b>7.35</b>
6x8 ft. ....16 "		<b>9.80</b>
7x9 ft. ....21 "		<b>12.90</b>
8x8 ft. ....22 "		<b>13.10</b>
8x11 ft. ....30 "		<b>18.00</b>
9x9 ft. ....27 "		<b>16.55</b>
9x15 ft. ....45 "		<b>27.85</b>
10x10 ft. ....34 "		<b>20.65</b>
10x13 ft. ....44 "		<b>26.85</b>
11x12 ft. ....45 "		<b>27.25</b>
11x14 ft. ....52 "		<b>31.80</b>
12x15 ft. ....60 "		<b>37.15</b>
27x42 in. ....3 "		<b>1.60</b>

For Special Size Rugs and  
Runners see page 38



**T**his beautiful figured rug is rich in character with its soft intermingled tones of deep rose and taupe. Picture it in your living room, dining room, or any room in your home. An intensely practical rug that has won immense popularity. Won't show soil. Woven seamless with the same deep luxurious nap on both sides.



**GREY GREEN**—one of the very latest color creations that has found instant favor in the finest homes. Its popularity is easily explained—another beautiful, restful color that delights the eye. All rugs woven seamless, reversible.

## Number 4031

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs.</i>		<b>\$19<sup>90</sup></b>
8x10 ft. . . . .	27 " . . .	<b>16<sup>35</sup></b>
6x9 ft. . . . .	18 " . . .	<b>11<sup>05</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft. . . . .	9 " . . .	<b>5<sup>50</sup></b>
36x63 in. . . . .	5 " . . .	<b>3<sup>05</sup></b>
30x54 in. . . . .	4 " . . .	<b>2<sup>20</sup></b>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs.</i>		<b>\$ 8.20</b>
6x6 ft. . . . .	12 " . . .	<b>7.35</b>
6x8 ft. . . . .	16 " . . .	<b>9.80</b>
7x9 ft. . . . .	21 " . . .	<b>12.90</b>
8x8 ft. . . . .	22 " . . .	<b>13.10</b>
8x11 ft. . . . .	30 " . . .	<b>18.00</b>
9x9 ft. . . . .	27 " . . .	<b>16.55</b>
9x15 ft. . . . .	45 " . . .	<b>27.85</b>
10x10 ft. . . . .	34 " . . .	<b>20.65</b>
10x13 ft. . . . .	44 " . . .	<b>26.85</b>
11x12 ft. . . . .	45 " . . .	<b>27.25</b>
11x14 ft. . . . .	52 " . . .	<b>31.80</b>
12x15 ft. . . . .	60 " . . .	<b>37.15</b>
27x42 in. . . . .	3 " . . .	<b>1.60</b>

*For Special Size Rugs and  
Runners see page 38*



## Number 7036

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs...</i>		<b>\$21<sup>40</sup></b>
8x10 ft. "...27..."		<b>\$17<sup>60</sup></b>
6x9 ft. "...18..."		<b>\$11<sup>90</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft. "...9..."		<b>\$5<sup>95</sup></b>
36x63 in. "...5..."		<b>\$3<sup>30</sup></b>
30x54 in. "...4..."		<b>\$2<sup>35</sup></b>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs...</i>		<b>\$ 8.80</b>
6x6 ft. "...12..."		<b>7.90</b>
6x8 ft. "...16..."		<b>10.55</b>
7x9 ft. "...21..."		<b>13.85</b>
8x8 ft. "...22..."		<b>14.10</b>
8x11 ft. "...30..."		<b>19.35</b>
9x9 ft. "...27..."		<b>17.80</b>
9x15 ft. "...45..."		<b>29.95</b>
10x10 ft. "...34..."		<b>22.20</b>
10x13 ft. "...44..."		<b>28.85</b>
11x12 ft. "...45..."		<b>29.30</b>
11x14 ft. "...52..."		<b>34.20</b>
12x12 ft. "...48..."		<b>31.95</b>
12x14 ft. "...56..."		<b>37.30</b>
27x42 in. "...3..."		<b>1.75</b>

*For Special Size Rugs and  
Runners see page 38*



**ROSE**, a lovely but delicate color. Observe how great a part the rich-textured rug plays in the decorative effect of this vivacious room. Woven seamless and reversible. (Ovals made in four small sizes only. See page 35 for prices.)



What could be more practical for any room where hard wear is expected than this luxurious, all-purpose figured rug? The rich effect has been secured by blending a beautiful soft shade of blue with Taupe. Here is a seamless, reversible rug that stands unlimited wear without showing soil. Woven without border only, as shown.

OLSON RUG CO., Chicago

## Number 3131

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs.</i>		<b>\$19<sup>90</sup></b>
8x10 ft. " " " " "	27 " "	<b>16<sup>35</sup></b>
6x9 ft. " " " " "	18 " "	<b>11<sup>05</sup></b>
4x6 $\frac{3}{4}$ ft. " " " " "	9 " "	<b>5<sup>50</sup></b>
36x63 in. " " " " "	5 " "	<b>3<sup>05</sup></b>
30x54 in. " " " " "	4 " "	<b>2<sup>20</sup></b>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs.</i>		<b>\$ 8.20</b>
6x6 ft. " " " " "	12 " "	<b>7.35</b>
6x8 ft. " " " " "	16 " "	<b>9.80</b>
7x7 ft. " " " " "	16 " "	<b>10.05</b>
7x9 ft. " " " " "	21 " "	<b>12.90</b>
8x8 ft. " " " " "	22 " "	<b>13.10</b>
8x11 ft. " " " " "	30 " "	<b>18.00</b>
9x9 ft. " " " " "	27 " "	<b>16.55</b>
9x15 ft. " " " " "	45 " "	<b>27.85</b>
10x10 ft. " " " " "	34 " "	<b>20.65</b>
10x13 ft. " " " " "	44 " "	<b>26.85</b>
11x12 ft. " " " " "	45 " "	<b>27.25</b>
11x14 ft. " " " " "	52 " "	<b>31.80</b>
12x15 ft. " " " " "	60 " "	<b>37.15</b>
27x42 in. " " " " "	3 " "	<b>1.60</b>

For Special Size Rugs and  
Runners see page 38

# Number 90340

## MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs...</i>		\$ <b>23<sup>90</sup></b>
8x10 ft. "...27..."		<b>19<sup>65</sup></b>
6x9 ft. "...18..."		<b>13<sup>25</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft. "...9..."		<b>6<sup>65</sup></b>
36x63 in. "...5..."		<b>3<sup>65</sup></b>
30x54 in. "...4..."		<b>2<sup>60</sup></b>

*This pattern is made only  
in the 6 sizes shown above*

**O**riental colors that  
 will enchant you—re-  
 produced from a lovely  
 hand-woven Persian rug.  
 Deep piled. Luxuriously  
 soft. Expertly woven  
 without seams with the  
 same rich design on both  
 sides. Two rugs in one.  
 This rug must be seen to  
 really appreciate its ex-  
 quisite Oriental beauty.  
 Taupe background. Take  
 advantage of America's  
 lowest rug prices — the  
 greatest values in all our  
 58 years in business.







Number 25345

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft.	Send 36 lbs...	\$23 <sup>90</sup>
8x10 ft.	"...27..."	19 <sup>65</sup>
4x6¾ ft.	"...9..."	6 <sup>65</sup>
36x63 in.	"...5..."	3 <sup>65</sup>

*This pattern is made only in  
the four sizes shown above*

**RUST**—that delightful, modern color so popular today, has been adapted to this century-old Oriental design. All the captivating colorful beauty has been faithfully reproduced. Rich pale greens, beautiful blues, soft ivory, old gold and orchid are combined so harmoniously you may choose this new creation for any room. Like all Olson Rugs, this rug is woven seamless and reversible with the same deep-piled, luxurious nap on both sides.

## Number 4234

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
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9x12 ft. <i>Send 36 lbs.</i>		\$ <b>21<sup>40</sup></b>
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8x10 ft. ....	27	\$ <b>17<sup>60</sup></b>
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6x9 ft. ....	18	\$ <b>11<sup>90</sup></b>
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4x6 <sup>3</sup> / <sub>4</sub> ft. ....	9	\$ <b>5<sup>95</sup></b>
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36x63 in. ....	5	\$ <b>3<sup>30</sup></b>
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30x54 in. ....	4	\$ <b>2<sup>35</sup></b>
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Other Sizes	OLD Material	Reduced Prices
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5x8 ft. .... <i>Send 13 lbs.</i>		\$ <b>8.80</b>
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6x8 ft. ....	16	\$ <b>10.55</b>
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7x9 ft. ....	21	\$ <b>13.85</b>
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8x8 ft. ....	22	\$ <b>14.10</b>
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8x11 ft. ....	30	\$ <b>19.35</b>
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9x9 ft. ....	27	\$ <b>17.80</b>
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9x15 ft. ....	45	\$ <b>29.95</b>
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10x10 ft. ....	34	\$ <b>22.20</b>
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10x13 ft. ....	44	\$ <b>28.85</b>
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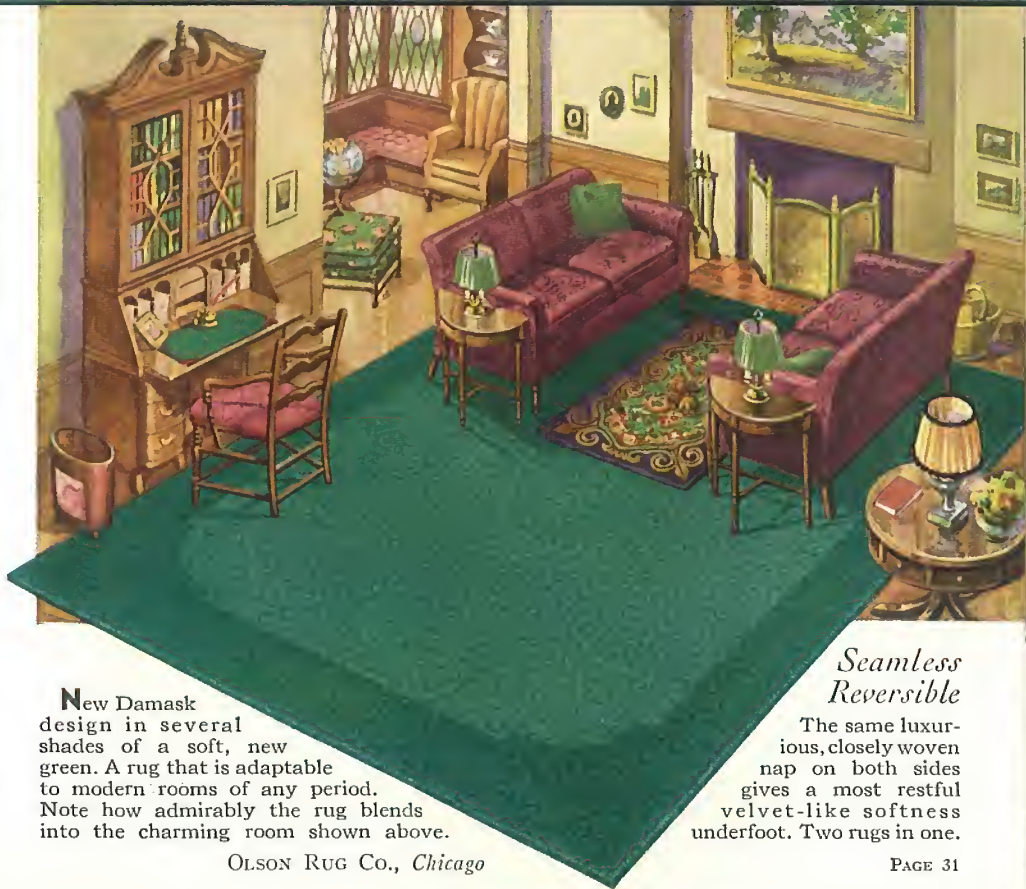
11x12 ft. ....	45	\$ <b>29.30</b>
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11x14 ft. ....	52	\$ <b>34.20</b>
----------------	----	-----------------

12x15 ft. ....	60	\$ <b>39.95</b>
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27x42 in. ....	3	\$ <b>1.75</b>
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*For Special Size Rugs and  
Runners see page 38*



**New Damask**  
design in several  
shades of a soft, new  
green. A rug that is adaptable  
to modern rooms of any period.  
Note how admirably the rug blends  
into the charming room shown above.

OLSON RUG CO., Chicago

### *Seamless Reversible*

The same luxurious, closely woven  
nap on both sides  
gives a most restful  
velvet-like softness  
underfoot. Two rugs in one.





Number 23333

# MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. Send 36 lbs...		\$23 <sup>90</sup>
8x10 ft. ....27....		19 <sup>65</sup>
6x9 ft. ....18....		13 <sup>25</sup>
4x6¾ ft. ....9....		6 <sup>65</sup>
36x63 in. ....5....		3 <sup>65</sup>
30x54 in. ....4....		2 <sup>60</sup>

Other Sizes	OLD Material	Reduced Prices
11x12 ft. Send 45 lbs...		\$32.70

## RUNNERS

27 in.x 9 ft. ....7 ....	4.95
27 in.x12 ft. ....9 ....	6.55

*This pattern is made only in the 9 sizes shown above*

## *Woven Seamless Reversible*

The same lovely pattern — the same deep nap is woven on both sides. This means double the wear and greater luxury underfoot. We promise you a pleasant surprise.

Century old Oriental colors and patterns that have graced the palaces of kings, are woven into this luxurious, new-type Olson Rug. Exquisite, deep rose background, with rich arabesques in soft, blending Oriental colors.



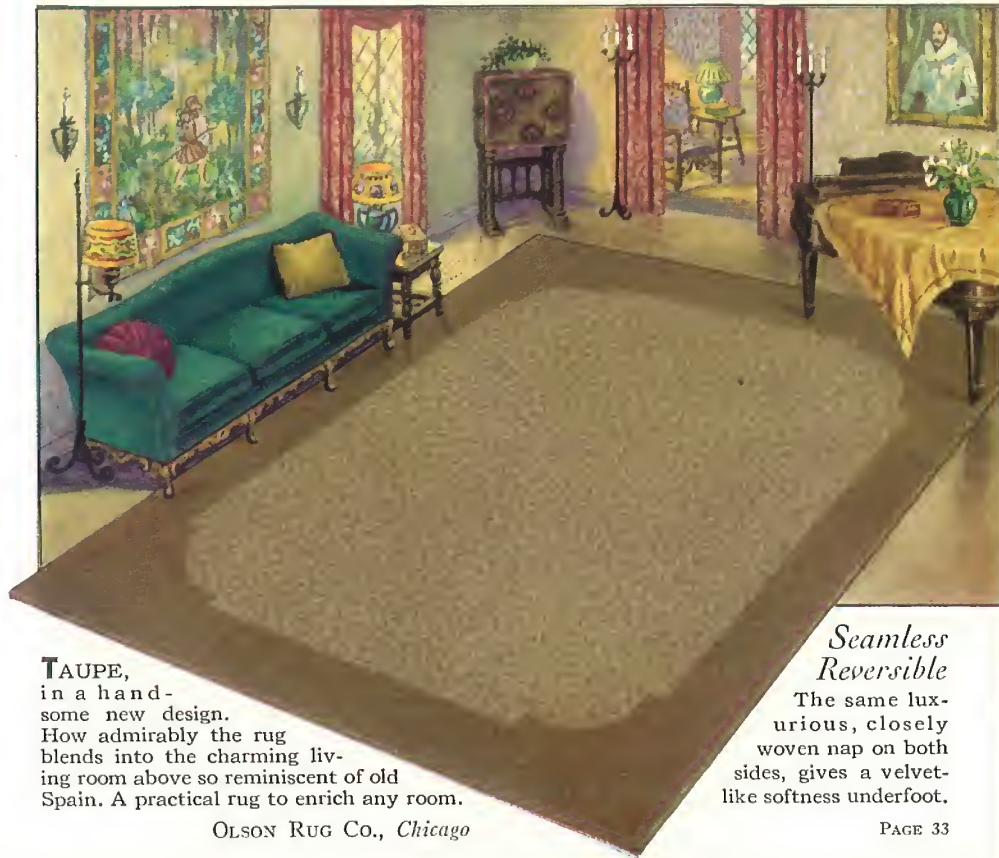
## Number 3034

### MOST POPULAR SIZES

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs.</i>		<del>\$21.40</del>
8x10 ft. " " " "	27	<del>17.60</del>
6x9 ft. " " " "	18	<del>11.90</del>
4x6 3/4 ft. " " " "	9	<del>5.95</del>
36x63 in. " " " "	5	<del>3.30</del>
30x54 in. " " " "	4	<del>2.35</del>

Other Sizes	OLD Material	Reduced Prices
5x8 ft. <i>Send 13 lbs.</i>		\$ 8.80
6x6 ft. " " " "	12	7.90
6x8 ft. " " " "	16	10.55
7x7 ft. " " " "	16	10.80
7x9 ft. " " " "	21	13.85
8x8 ft. " " " "	22	14.10
8x11 ft. " " " "	30	19.35
9x9 ft. " " " "	27	17.80
9x15 ft. " " " "	45	29.95
10x10 ft. " " " "	34	22.20
10x13 ft. " " " "	44	28.85
11x12 ft. " " " "	45	29.30
11x14 ft. " " " "	52	34.20
12x15 ft. " " " "	60	39.95
27x42 in. " " " "	3	1.75

For Special Size Rugs and  
Runners see page 38



**TAUPE,**  
in a hand-  
some new design.  
How admirably the rug  
blends into the charming liv-  
ing room above so reminiscent of old  
Spain. A practical rug to enrich any room.

OLSON RUG Co., Chicago

### Seamless Reversible

The same lux-  
urious, closely  
woven nap on both  
sides, gives a velvet-  
like softness underfoot.



Number 09318  
CHINESE

Number 01324  
THE NEW BLUE

Number 09314  
JAPANESE

**T**HINK of the many places in your home where these charming oval rugs can be placed to advantage. In your bedroom; between doorways; or in front of a davenport or easy chair. Woven seamless and reversible. Luxuriously soft. Fringed.

Size 27x54 inches  
Send 3 lbs.  
Material **\$2<sup>25</sup>**

Size 30x54 inches  
Send 4 lbs.  
Material **\$3<sup>10</sup>**

Size 36x63 inches  
Send 5 lbs.  
Material **\$4<sup>20</sup>**

Size 41½x6¾ feet  
Send 9 lbs.  
Material **\$7<sup>55</sup>**

Made only in  
these 4 sizes

**Y**OU will surely want to add one of these charming rugs to your larger order. It will add a lovely colorful note to a room. All ovals are woven seamless and reversible with the same design and rich-textured nap on both sides. Luxuriously soft. Fringed.

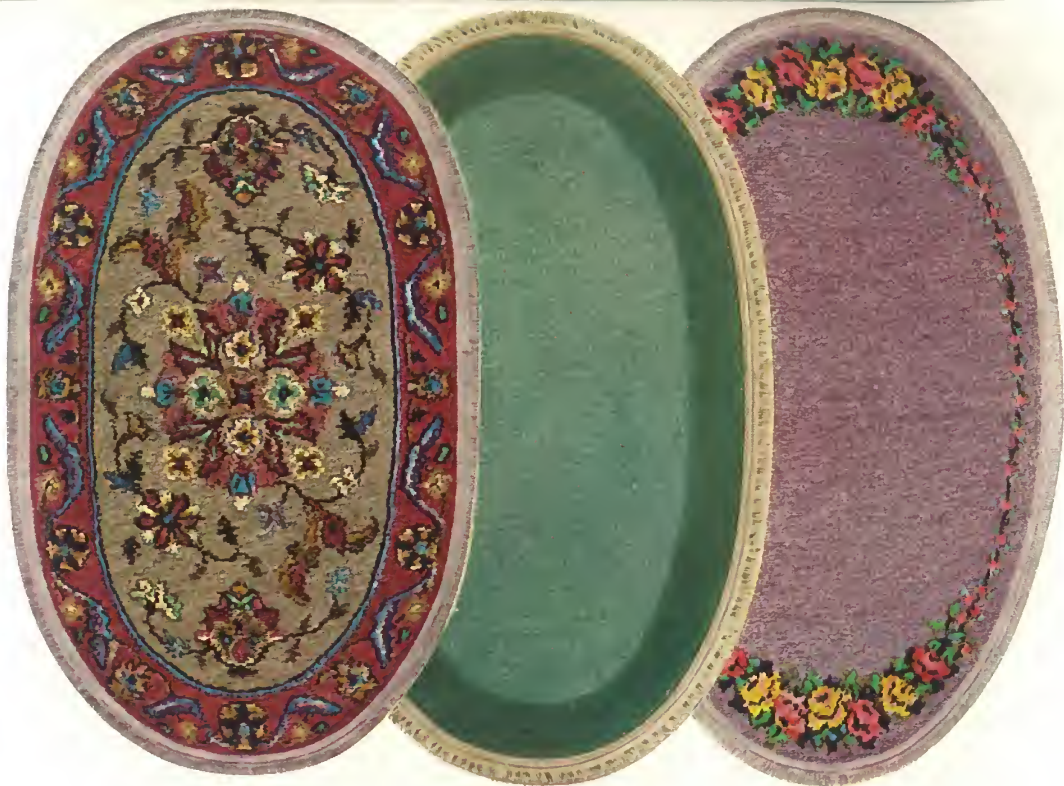
Size 27x42 inches  
Send 3 lbs. **\$2<sup>25</sup>**  
Material

Size 30x54 inches  
Send 4 lbs. **\$3<sup>10</sup>**  
Material

Size 36x63 inches  
Send 5 lbs. **\$4<sup>20</sup>**  
Material

Size 4 $\frac{1}{4}$ x6 $\frac{3}{4}$  feet  
Send 9 lbs. **\$7<sup>55</sup>**  
Material

Made only in  
these 4 sizes



Number 09326  
PERSIAN

Number 04327  
GREY GREEN  
OLSON RUG Co., Chicago

Number 07328  
ORCHID



Woven  
Reversible  
for double  
wear

We have reproduced the lovely colors and design of a famous Hooked Rug

Made  
only in  
3 sizes



# A Word About Agents

**I**T has been reported to us that dishonest agents and canvassers for small unequipped weavers are pretending to solicit orders for Olson Rugs, claiming that their company is owned or controlled by the Olson Rug Co.

Some of these canvassers are using our catalogue, or have had a catalogue printed with rooms taken from our copyrighted catalogue.

*We have never owned or controlled any other company under any other name.*

At times we have occasion to send our representatives on special adver-

tising missions. The Olson Rug representative will always be able to identify himself by:

*1st—the "OLSON RUGS" button or pin on his coat.*

*2nd—the Olson Rug catalogue—a copy of this catalogue.*

*3rd—the Olson Rug order blank—like the one in this book.*

*4th—the Olson Rug Co. TRAVELING DISPLAY TRUCK at your door.*

Originators—Largest Manufacturers of Rugs from Old Carpets.

## ← Number 99319—Famous Hooked Rug Design

**HOOKE**D RUGS have that quaint and colorful charm so fascinating to women of taste. Our experts have closely reproduced the rich texture and design, and the soft harmonious colors of the original. Satisfaction guaranteed.

Standard Sizes	OLD Material	Reduced Prices
30x54 in..	Send 4 lbs...	<b>2<sup>95</sup></b>
36x63 in....	"..5."	<b>4<sup>05</sup></b>
4x6¾ ft....	"..9."	<b>7<sup>20</sup></b>

OLSON RUG CO., Chicago

Number 97317

**MOST POPULAR SIZES**

Standard Sizes	OLD Material	Reduced Prices
9x12 ft. <i>Send 36 lbs.</i>		<b>\$23<sup>90</sup></b>
8x10 ft. " " " " " "	27	<b>19<sup>65</sup></b>
6x9 ft. " " " " " "	18	<b>13<sup>25</sup></b>
4x6 <sup>3</sup> / <sub>4</sub> ft. " " " " " "	9	<b>6<sup>65</sup></b>
36x63 in. " " " " " "	5	<b>3<sup>65</sup></b>
30x54 in. " " " " " "	4	<b>2<sup>60</sup></b>

Other Sizes	OLD Material	Reduced Prices
9x9 ft. <i>Send 27 lbs.</i>		<b>\$19.90</b>
9x15 ft. " " " " " "	45	<b>33.45</b>
10x12 ft. " " " " " "	40	<b>29.75</b>
27x42 in. " " " " " "	3	<b>1.95</b>

*This pattern is made only in the 10 sizes shown above.*

**T**his captivating pattern, with its soft colors, is suited for practically any scheme of decorating. The field is a rich Taupe with a small pattern handsomely set off with a soft blue border. A charming background for many different color schemes.



*Woven  
Seamless  
Reversible  
for double wear*

The colors and patterns appear the same on both sides. You've never walked on softer rugs, no matter what you paid. Luxuriously deep-napped.

# Runners—For Halls and Stairs

*In Taupe, Green, Blue, Rust, Mulberry, Rose, Etc. (Not made in Oriental or pattern rugs)*

**WOVEN** in 22, 27, and 36 inch widths—and in any length from 6 feet up to 400 feet in multiples of one foot. The most popular lengths are 7, 9, 12, 15 and 18 feet. We recommend hall and stair rugs be made without borders, as it makes them look wider, although rugs with border may be had at small additional cost.

These WIDTHS Only	PRICE WITHOUT BORDER	PRICE WITH BORDER	Old Material per Running Foot
27 inches wide.	46 cents a running foot	49 cents a running foot.	Send $\frac{3}{4}$ lb. a ft.
36 inches wide.	61 cents a running foot	65 cents a running foot.	Send 1 lb. a ft.
22 inches wide.	41 cents a running foot	44 cents a running foot.	Send $\frac{3}{4}$ lb. a ft.

*22 inch width is only for extremely narrow Halls or Stairs.*

It's easy to figure the cost. **EXAMPLE:** If you should want a rug 27 inches wide and 12 feet long without border, just multiply  $12 \times 46$  cents = \$5.52.

**NOTE:** A deposit of 25 per cent or, better still, remittance in full with order, will insure promptest delivery of runners and special sizes, which usually require from two to three weeks.

## Special Sizes—Extra Large Rugs

*In Taupe, Green, Blue, Rust, Mulberry, Rose, Etc. (Not made in Oriental or pattern rugs)*

**IF** your room requires a rug unusual in size, that is not shown on the preceding pages, we will make a special size rug from 4 feet wide up to 16 feet wide and in any length in multiples of 1 foot, in one piece without any seams.

It's easy to figure the cost. **EXAMPLE:** If you should want a rug, say 8 feet wide and 14 feet long without border, just multiply  $14 \times \$1.77 = \$24.78$ .

**Be sure to give color "Number" of every rug ordered.**

These WIDTHS Only	PRICE WITHOUT BORDER	PRICE WITH BORDER	Old Material per Running Foot
4 feet wide.....	\$0.88 a running foot	\$0.95 a running foot	Send $1\frac{1}{2}$ lbs. a ft.
5 feet wide.....	1.11 a running foot	1.19 a running foot	Send $1\frac{3}{4}$ lbs. a ft.
6 feet wide.....	1.33 a running foot	1.43 a running foot	Send 2 lbs. a ft.
7 feet wide.....	1.55 a running foot	1.66 a running foot	Send $2\frac{1}{2}$ lbs. a ft.
8 feet wide.....	1.77 a running foot	1.90 a running foot	Send $2\frac{3}{4}$ lbs. a ft.
9 feet wide.....	1.99 a running foot	2.14 a running foot	Send 3 lbs. a ft.
10 feet wide.....	2.21 a running foot	2.38 a running foot	Send $3\frac{1}{2}$ lbs. a ft.
11 feet wide.....	2.43 a running foot	2.62 a running foot	Send $3\frac{3}{4}$ lbs. a ft.
12 feet wide.....	2.65 a running foot	2.85 a running foot	Send 4 lbs. a ft.
13 feet wide.....	2.87 a running foot	3.09 a running foot	Send $4\frac{1}{2}$ lbs. a ft.
14 feet wide.....	3.09 a running foot	3.33 a running foot	Send $4\frac{3}{4}$ lbs. a ft.
15 feet wide....	3.32 a running foot	3.57 a running foot	Send 5 lbs. a ft.
16 feet wide.....	3.54 a running foot	3.80 a running foot	Send $5\frac{1}{2}$ lbs. a ft.



# WE PAY SHIPPING CHARGES

## On Old Material from Any Place in the United States

Our Customers Pay the Small Return Charges . . . *We Pay One Way — You Pay One Way*

Ship by FREIGHT if bundle weighs from 40 pounds to 300 or more

Ship by EXPRESS if bundle weighs from 18 pounds to 40 pounds

Prepay PARCEL POST if bundle weighs less than 18 pounds, and  
we will prepay the return postage


WE DO NOT PAY TRANSPORTATION  
CHARGES ON RUG ORDERS UNDER \$5.00

## How to Order — It's Easy

**Y**OU will make it easier for us if you write your order on one of our order blanks. Merely fill in the size and catalogue number of the rugs you desire and MAIL to us with the receipt which your freight or express agent gives you. That's all—we do the rest.

Simply roll up your old carpets, rugs and clothing *just as they are* (*without wrapping*) and tie with rope; attach our tag and ship to us. We guarantee safe delivery of material, also your new rugs.



 In the larger cities just TELEPHONE the RAILWAY EXPRESS AGENCY. They will call at your door. If you are sending a bundle of 50 to 300 pounds and find it inconvenient to bring the bundle to the freight depot, just 'phone your local drayman to call at your door and deliver to freight depot—pay him, send his receipt to us and we will deduct from your bill.

2800 N. Crawford Ave., Chicago **OLSON RUG CO.**, 245 Fifth Ave., New York

### Ship to CHICAGO

If You Live in One of These States

Alabama	Kentucky	Ohio
Arkansas	Louisiana	Oklahoma
Colorado	Michigan	South Carolina
Florida	Minnesota	South Dakota
Georgia	Mississippi	Tennessee
Illinois	Missouri	Texas
Indiana	Montana	West Virginia
Iowa	Nebraska	Wisconsin
Kansas	New Mexico	Wyoming
	North Dakota	

### Ship to NEW YORK

If You Live in One of These States

Connecticut	Massachusetts	Pennsylvania
Delaware	New Hampshire	Rhode Island
Maine	New Jersey	Vermont
Maryland	New York	Virginia
	North Carolina	Washington, D. C.

## HOW TO SEND MONEY

In remitting, mail Postal or Express Money Order, Bank Draft, Personal Check, or Cash by Registered Letter. Many of our customers mail check with the order if they are in an extra hurry for their rugs, or, you can remit later when we notify you your rugs are ready. MAIL your remittance—do NOT put it in your bundle.

# You can Order with CONFIDENCE

from America's Largest  
and Oldest Rug Manu-  
facturers Dealing Direct  
with the Home



## Guarantee

WE GUARANTEE complete satisfaction.  
Use the new rugs on your own floors—  
walk on them—examine them carefully  
—get the opinion of your friends. . .

If you do not think these new and finer  
Olson Rugs are the biggest rug value you  
ever had for your money, you may return  
them at our expense at the end of a week  
and we will refund any money you have  
paid and pay you for your materials.  
You cannot lose a penny. . .

OLSON RUG CO.



*W. E. Olson*  
President

OUR 58th YEAR